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Lake County Residents and Retailers Benefit from United Way's New Campaign Strategy *New initiative helps boost local retail sales and increases donations*

United Way of Lake County's new Live United Benefit Card is designed for residents and retailers alike. In an effort to raise awareness and contributions to the annual fundraising campaign, the Live United Benefit Card has been developed to thank residents, employees and corporations for considering a gift to United Way and to drive potential customers into participating businesses. The goal is to distribute 30,000 cards during the 2010 campaign. As of October, 10,000 Lake County residents and employers have received the cards.

Led by the 2010 United Way of Lake County Campaign Co-Chairs, Todd Crockett of The Crockett Team and Melissa Crockett Willis of Howard Hanna Real Estate Services, the Live United Benefit Card has more than 20 local businesses and vendors signed on to give discounts and perks to customers. Businesses will honor discounts given when customers show their cards at the time of purchase (*a complete list of participating businesses is attached*).

“We are looking at the benefit card as a win-win-win situation. Card holders win because they will save money on local purchases, retailers will see increased business and United Way of Lake County will receive exposure throughout the county,” says Todd Crockett.

Companies who run United Way campaigns will receive a card for every employee – regardless if the employee makes a donation or not. A residential mailing has been targeted with cards for those who have given to United Way of Lake County in the past. Also, participating retailers will have cards at their businesses. If you do not fall into one of these categories and wish to receive a card, email United Way of Lake County’s David Munson, vice president’s resource development, at dmunson@uwlc.org with your name and address.

“We are trying to show folks that United Way is all about investing in the community – our residents, corporations and retailers. We hope that the Live United Benefit Card will reach thousands of people,” says Melissa Crockett Willis.

Card holders can receive updates to new discounts throughout the county via the United Way of Lake County website (www.uwlc.org) and the Crockett Team website (www.thecrockettteam.com).

About the United Way of Lake County

The mission of the United Way of Lake County is to measurably improve the quality of lives in Lake County. United Way funds 70 programs administered through 49 agencies throughout the county. Visit www.uwlc.org for more information on United Way funded programs, events, and campaign information. Find United Way of Lake County on Facebook and become a fan.

Participating LIVE UNITED BENEFIT CARD Retailers

Bear Creek Coffee (Mentor) - 10% off of each purchase

Borlin's Florist Orchids (Concord) - 20% off each purchase

Chili's Fire Pit (Mentor) - 10% off any purchase

Cici's Pizza (Mentor) - 2 can dine for \$9.99 (2 adult buffets and 2 soft drinks)

Evans Dry Cleaners (Mentor) - 10% off any purchase

Family Karate (Mentor) - 50% off birthday parties for children AND adults

Mama Roberto's (Mentor) - 10% off a \$25 purchase

Master Pizza (Painesville) - Buy one large pizza, get second large cheese pizza for \$5 or Tuesday \$.99 pasta with garlic roll

Mentor Civic Center Ice Rink - \$1 off skating sessions

Oreck Store (Mentor) - 10% off any purchase

PnP's Pizzeria (Concord) - 10% of each purchase

Pizza Plus (Eastlake) – Buy one XL pizza for \$14.99, get the second free

Salon Glow (Mentor) - 10% off any purchase

Schlotzsky's Deli (Willoughby) - \$2 off any \$10 purchase

Super Suppers (Concord) - 10% off each purchase (Not valid during sales)

Teresa's Pizza (Concord) - 20% off all purchases

Van's Photo (Mentor) - 10% off any photo finishing

Villa Pizza (Mentor) - Buy one pizza, get one free

Visiting Angels (Mentor) - \$100 off the first month of service for new client

Zero7 Design (Mentor) - 10% off any purchase

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